

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----128908 071938Z /53

R 071344Z SEP 77  
FM AMEMBASSY STOCKHOLM  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1600  
AMEMBASSY OSLO  
AMCONSUL GOTEBORG POUCH

UNCLAS STOCKHOLM 3769

E.O. 11652: N/A  
TAGS: BBSR, NO, SW  
SUBJ: GLOBAL MARKET RESEARCH: INSUDTRIAL PROCESS CONTROLS

REF: STATE A3256

1. THREE SWEDISH FIRMS SUBMITTED BIDS ON SUBJECT MARKET RESEARCH  
FO SWEDEN. TWO ALSO BID FOR STUDY ON NORWAY.

A. AB KONSULTERNA (MIKAEL BRENNING, LARS HOLMSTROM, KHALID  
HASHMI) BID SKR 16,000 (APPROX \$3299 AT 4.85 SKR EQUALS \$1)  
FOR SWEDISH STUDY. FIRM ALSO BID SKR 19,000 (APPROX \$3918)  
FOR STUDY ON NORWAY; IF CONTRACT ALSO ALSO AWARDED FOR SWEDEN,  
PRICE WOULD BE SKR 18,000 (APPROX \$3711). KONSULTERNA HAS  
PRODUCED STUDIES FOR USDOC ON LABORATORY INSTRUMENTS, GRAPHIC  
INDUSTRIES, ELECTRONICS, AMONG OTHERS, AND HAS WORKED IN ALL  
FOUR NORDIC COUNTRIES.

B. INTERNARKET CO AB (ERIK DAHLBERG) BID \$3900 FOR EITHER  
SWEDISH OR NORWEGIAN STUDY WITH 5 PERCENT REDUCTION (\$3705  
EACH) IF BOTH STUDIES AWARDED. DAHLBERG HAS COMPLETED STUDIES  
ON INDUSTRIAL ASSEMBLY EQUIPMENT AND SAFETY/SECURITY EQUIPMENT  
IN SWEDEN FOR USDOC; HE ALSO CONDUCTED SURVEY IN HOLLAND AND  
GERMANY FOR A PROCESS CONTROL CLIENT.

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C. INDUSTRIELLA MARNADSINSTITUTET AB (MATS FRYXELL) SUBMITTED  
ITS FIRST BID IN SEVERAL YEARS; ITS PRICE FOR SWEDEN IS \$5000.  
BOTH IMI AND FRYXELL (PREVIOUSLY WITH OBERMARK) PRODUCED  
VARIOUS STUDIES FOR USDOC BETWEEN 1967 AND 1972. RECENT STUDIES  
FOR PRIVATE CLIENTS INCLUDE: POWER GUAGE INDICATOR (AZEL JOHNSON),  
SEMI-CONDUCTORS (OY AHLSTROM), GAS CHROMATOGRAPHY (SIEMENS),

CONTROL CARDS (STU). FRYXELL WAS MARKETING DIRECTOR OF SWEDISH TRADE COMMISSION IN CHICAGO 1974-76.

2. BASED ON FAVOURABLE PRICE AND DEMONSTRATED ABILITY TO PRODUCE ACCEPTABLE AND TIMELY MARKET RESEARCH FOR USDOC, POST RECOMMENDS STUDY ON SWEDEN BE PLACED WITH AB KONSULTERNA. POST BELIEVES WORK PRODUCED IN OTHER NORDIC MARKETS WAS GOOD, SO THAT FIRM'S BID ON NORWAY SHOULD ALSO BE FAVOURABLY CONSIDERED AMONG OTHER BIDS.

3. COPIES OF BIDS MAILED SEPT 6 TO MRD AS INSTRUCTED REFAIR. KONSULTERNA SUGGESTS FINAL REPORTS BE SCHEDULED DEC 29 FOR SWEDEN AND JAN 16 FOR NORWAY; TRANMITTAL TIME TO WASHINGTON IS 5 DAYS.

4. ALTHOUGH BID WAS CONSIDERABLY HIGHER, POST WELCOMES RENEWED INTEREST OF IMI IN BIDDING FOR USDOC RESEARCH AND WILL CONTINUE TO SEEK BIDS FROM FRYXELL ON FUTURE STUDIES.

PERRY

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Margaret P. Grafeld  
Declassified/Released  
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